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**ASUS Launches** **B1M Ultra-bright Wireless LED Projector**

**with 700 Lumens Eco-LED Light Source**

Short-throw projector displays content over Wi-Fi from notebooks, tablets and smartphones

**Taipei, Taiwan (6 April, 2013) —**ASUS today announced the portable B1M Ultra-bright Wireless LED Projector with ASUS Wi-Fi Projection technology for presentations and media streaming without the need for cables. Designed for professional use, the B1M is a short-throw projector with a compact and lightweight design that makes it easy to carry in a briefcase or bag. The B1M features a bright 700 lumens Eco-LED light source with low operating temperatures for near-instant set-up and shut-down times, and a long lifespan that drastically reduces the total cost of ownership.

**Compact portable Wi-Fi projector cuts the need for cables**

The ASUS B1M Ultra-bright Wireless LED Projector weighs just 900g and with a desktop footprint no larger than a DVD movie case, it’s easy to carry and can be used in even the smallest meeting rooms. The B1M lightens the load still further by drawing power from a standard ASUS notebook AC adapter (≥65W), removing the need to carry a separate power supply when used with a fully charged notebook.

The ASUS B1M features a small Wi-Fi adapter for a direct wireless connection to a notebook PC, or Android and iOS devices. This removes the need to carry a video cable solely for presentation use, and allows presentations, documents and multimedia files to be streamed to the B1M wirelessly from elsewhere in a room. An Android or iOS device can also be used as a wireless remote control for a presentation, and even to annotate slides in real time.

**Long-lasting LED light source with low operating temperature**

The ASUS B1M features a mercury-free Eco-LED light source with a 30,000-hour lifespan to cut down on maintenance and bulb-replacement costs. With brightness rated at 700 lumens and updated DLP® projection technology, the B1M gives a vibrant image with 100% NTSC color saturation at a crisp 1280 x 800 (WXGA) resolution.

The short-throw lens can project images with a diagonal up to 51 inches across from just one meter away from the projection surface, making the B1M ideal for presentations in small spaces where a cramped notebook screen would otherwise be the only option.

Thanks to the low operating temperatures of its Eco-LED light source, the B1M has short warm-up and cool-down times that make it ready for use in as little as five seconds, and the projector can be switched off and packed away instantly. Flip-down feet with two height settings make the B1M quicker to set up than projectors with screw-adjustable feet, while auto-keystone correction automatically adjusts the projector to ensure a true, rectangular image.

**Flexible video inputs and high-quality speakers**

A wide selection of video input ports means the ASUS B1M can be used with a wide selection of projection sources, while its USB port and SD card slot also allow projections to be made directly from a USB storage device or memory card. With onboard support for such popular file formats as Microsoft Office documents and PDF, the B1M removes the need for a notebook or handheld device altogether. Built-in two-Watt stereo speakers powered by ASUS SonicMaster audio technology ensure loud and clear sound without the need for external speakers, too.

**AVAILABILITY & PRICING**

The ASUS B1M Ultra-bright Wireless LED Projector will be available from April 2013 in Taiwan and the Asia Pacific regions, Europe and North America. Please contact your local ASUS representative for further information.

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| **PRESS CONTACTS** |
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**NOTES TO EDITORS**

**• 30-word** **summary**

The ASUS B1M Ultra-bright Wireless LED Projector has a short-throw lens with a 700 lumens Eco-LED light source, and can stream content via Wi-Fi from notebooks, tablets and smartphones.

**• 60-word summary**

The compact ASUS B1M Ultra-bright Wireless LED Projector has a short-throw lens, and can stream content via Wi-Fi from notebooks, plus Android or iOS devices. Its 700 lumens Eco-LED light source has a 30,000-hour lifespan that drastically reduces bulb-replacement costs, while low operating temperatures give near-instant set-up and shutdown times.

**• 100-word summary**

Designed for professional use, the compact and portable ASUS B1M Ultra-bright Wireless LED Projector can stream content via Wi-Fi from notebooks, as well as Android or iOS devices. Its 700 lumens Eco-LED light source has a 30,000-hour lifespan that drastically reduces bulb-replacement costs, while low operating temperatures give near-instant set-up and shutdown times. The B1M can project a 51-inch image at a crisp 1280 x 800 resolution at just one meter away from the projection surface and can also display content directly from a USB storage device or SD card.

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| **SPECIFICATIONS** 1 |
| **Display technology** | 0.45–inch DLP®  |
| **Light source**  | EcoLED (up to 30,000 hours lifespan) |
| **Native resolution** | 1280 x 800 (WXGA) |
| **Light output (max.)**  | 700 lumens |
| **Color saturation** | 100% NTSC |
| **Display colors**  | 1.07 billion colors |
| **Throw ratio** | 0.9:1@16:10 (51-inch at 1 meter) |
| **Auto keystone** | Yes |
| **Aspect ratios**  | 16:10 / 16:9 / 4:3 |
| **Sound** | Stereo 2-Watt speakers with ASUS SonicMaster Technology  |
| **Connectivity** | D-sub, HDMI, 3.5mm AV input (composite video and stereo audio-in), 3.5mm earphone-out, SD card reader, USB 2.0 port |
| **Supported file formats** | Video: MOV / MP4 / AVI / MKV /MPEG / WMVAudio: MP3 / MP1 / MP2 / WMA / AAC / ADPCM-WAV / PCM-WAV Image: JPG / BMP / JPEG Document: PDF / DOC / DOCX /XLS / PPT / PPTX / TXT |
| **Tripod socket** | Yes |
| **Height adjustment** | Tilt angle: 5±1° and 9.5±1° |
| **Dimensions** | 175 (W) x 138 (D) x 44.5 (H) mm  |
| **Net weight (Est.)**  | Less than 0.9kg |
| **Accessories** | Carrying bag, power adapter, power cable, D-Sub cable, remote control, Wi-Fi dongle (specific countries only), quick start guide, warranty card  |

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**About ASUS**

ASUS is a worldwide top-three consumer notebook vendor and maker of the world’s best-selling, most award-winning, motherboards. A leading enterprise in the new digital era, ASUS designs and manufactures products that perfectly meet the needs of today’s digital home and office, with a broad portfolio that includes motherboards, graphics cards, optical drives, displays, desktop and all-in-one PCs, notebooks, netbooks, servers, multimedia devices, wireless solutions, networking devices, tablets and smartphones. Driven by innovation and committed to quality, ASUS won 4,168 awards in 2012 and is widely credited with revolutionizing the PC industry with its Eee PC™. ASUS has more than 12,500 employees around the globe with a world-class R&D team of 3,800 engineers. Company revenue for 2012 was approximately US$14 billion.